



## Special Events Committee Meeting

**November 8, 2024 - 8:30 a.m.**  
**151 Martin Street, Birmingham, MI**  
**City Hall Conference Rooms 202 & 203**

**Committee Members:** Kay (Chair), Astrein (Co-chair), Cummings, Fehan, Hussey, Lilley, Lipari

**Staff:** Erika Bassett, Executive Director; Jaimi Brook, Operations & Events Manager

# AGENDA

1. Welcome and Attendance
2. Approval of Minutes – **October 11, 2024**
3. Public Comment
4. BirminghamBURGER Wrap-Up
5. Holiday Activities
  - Santa Walk
  - Winter Markt
  - Waive Fees for Birmingham Bucks?
  - Elf on the Shelf?
6. BRRmingham Blast
  - Food Trucks
  - Activities
7. Other – Day On The Town end time
8. Adjourn

## Goals

### External

- Increase Local Frequency
- Expand Regional Attraction, Tourism & Extend Stays
- Diversify & Balance Business & Product Mix
- Improve Ease of Access & Connectivity

### Internal

- Increase BSD Value
- Sustain Services & Appeal

### UPCOMING EVENTS:

Santa Walk/SBS – November 30  
Winter Markt – December 6-8

### NEXT REGULAR MEETING DATE –

December 13, 2024 at 8:30 a.m.